Satellite radio is a PAID FOR service. Period. If you don't want you don't have to pay for it. So it not a rouge service that is broadcast on the airwaves, you have to buy the equipment and technology to receive it. The only way it competes with local stations is it doesn't have commercials. I am paying for service. It just happens it covers the things I like Music, NASCAR, Comedy, News, Weather. Since I spend 4-5 days a week in a car traveling on business it's perfect, because it never is out of signal range, unless I'm in a 3/4 mi. tunnel in the mountains.

Find ways to improve your own product instead of trying to step on your competition $\ensuremath{\mathsf{S}}$